# Lesson 36 – Final Project –Social media

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| The Big Picture – Why Is This Relevant? | Learning Objectives |
| Social media is an incredibly invasive and powerful tool for marketing. Learners will consider social media mediums/platforms for marketing and how the audience and purpose affect how we portray information using the various platforms specific styles of content | * Identify the major selling features of your vehicle * Communicate the features in a convincing manner * Create and present a social media asset to promote the vehicle on a given social media platform |
| Engagement – How Can I Engage Learners? | Assessment for Learning |
| Learners will likely be already familiar with many social media platforms and so will find their use interesting. The use of social media as a marketing tools will be a new concept to most learners and the lesson will likely stimulate discussion around how the data on social media platforms is used. | **Expected Progress:**   * Learners will create a social media plan covering at least one platform and will deign and make a media asset that could be used on the platform to promote their smart car   **Good Progress:**   * Learners will create a detailed social media plan covering more than one platform and will design assets that use common rends and formats to make use of trends and tropes on the given platform. Learners will use memes appropriately and not simply create traditional adverts   **Exceptional Progress:**   * Learners will create a comprehensive social media plan and plan and create several assets that fully exploit the trends and tropes of platforms as well as using current online memes and trends to promote their smart car without direct advertising |
| Key Concepts: | Key Words: |
| * Social media * Data produced by these platforms and how it is used * How marketing is done on social media platforms * Content driven marketing | * Social media * Interaction * Marketing * Audience * Value Proposition |
| Differentiation | Resources |
| This lesson is differentiated by outcome as well as by creativity as the tasks involve planning media assets and then creating them which will engage more outgoing and creative learners | * Access to social media channels * Access to multimedia creation applications to create the media assets, this may include:   + Photos   + Video |
| Lesson Flow | |
| * Introduce the concept of social media and discuss with learners the role of it in society * Discuss the role of marketing in socia media and how it is different from traditional marketing * Get learners to think of examples of media on social media that is a direct advert and may be a more subtle way of promoting products * Discuss memes including what they are, typical formats, use of and how each meme has a structure and message * Introduce the first task of creating a social media plan covering some common social media platforms * Encourage learners to think about what is currently trending on their chosen platform and how this could be used to help promote their products * Once learners have a sensible design then get them to create the media assets and encourage them to be as creative as possible * If you have cameras or video cameras available encourage the learners to use these when creating their media assets * If time allows get learners to present their media assets to the class describing how they used a combination of social media trends and platform tropes to promote their products | |
| Making | |
| * Creating a social media asset (video, meme, GIF or other) | |